

# WE'RE HERE TO SERVE YOU!

**DONALD ROBERTS**  
Store Manager



DON ROBERTS, the vibrant young manager of the new Carls is a 29 year old native. This tall, well groomed young man has a 12 year grocery background. "We will maintain the warm, courteous atmosphere, consistent with Carl's 20 year policy of, 'Our customer is Queen.'" Be sure to come in and meet Don. He's looking forward to meeting you.

**ARTHUR CAPLAN**  
Company President



ARTHUR CAPLAN, President of Carl's Markets, also serves as General Manager. "Carl's has been serving Southern California families for 20 years. We are constantly seeking new ways to modernize and improve our operation, which enables us to better serve our customers, both in better prices and merchandise, but equally important is personalized service." Mr. Caplan personally invites each and every family in the greater Torrance area to visit the beautiful new Carls and take advantage of our very fine specials and our every day low prices. "Service is what has built our chain and we welcome the opportunity to serve our new neighbors," stated Mr. Caplan.

**MORTON CAPLAN**  
Company Vice-President



MORTON-CAPLAN, the young Vice President of Carl's is newly married and well knows the "Power of a Woman." "We will, as always, strive to win the acceptance of our new neighbors and customers. Each of our departments is ably staffed by experts in their respective fields, high quality at low prices consistent with Carl's basic policies."

**WILLIAM JONES**  
Grocery Buyer



BILL JONES is one of the best known and highly respected men in the grocery industry today. Bill is promotion manager and head buyer at Carls. Bill is responsible for those carload buys which enable Carl's to promote such attractive ads. "We give our customers what they want, not what we think they need," is Bill's philosophy. Bill invites you to ask if you don't see what you want on the shelf. He'll do his best to get it for you.

**ROBERT SPARE**  
Grocery Supervisor



To keep things running smoothly, to be sure you, our customer, are always pleased with your shopping trip at Carls, is the job of BOB SPARE, Grocery Supervisor. Bob, a native of Illinois, has a 26 year background, 8 of them at Carls, in the grocery field. Bob makes sure that merchandise is low priced, properly displayed, and generally attractive. Bob is also in charge of Carl's courtesy campaign personnel training program.

**HERMAN EPSTEIN**  
Meat Buyer



For Carl's "Full Value" meats, HERMAN EPSTEIN calls on 30 years experience in meat buying. Only an expert like Herman can assure you of consistent top quality meat buys. Herman supervises the craftsmen who cut and package these meats for display and sale to the more than 20 thousand satisfied Carl's customers each year. "Carl's meat dept. is one of the best places in town to really save," stated Mr. Epstein.

**MICHAEL UTAL**  
Produce Buyer



MIKE UTAL has a job few of us are very familiar with. He's produce buyer at Carls. He must be at the big produce market in downtown Los Angeles at about 4 a. m. each morning to select the finest in fresh fruits and vegetables for the entire Carl's chain. He then sees that this produce is properly cared for and displayed. "Fruits and vegetables must be fresh and beautiful to rate the consideration of Carl's customers," states Mike.

**MAURICE GREEN**  
Delicatessen Buyer



Like rare exotic foods? MORRIE GREEN, a 20 year veteran in the delicatessen field will provide them for your epicurean delight. A complete selection of delicatessen foods ranging from hot dogs to the finest in cheeses will be at your beck 'n call in the sparkling new refrigerated deli-cabinets. Come in and browse and Morrie is sure you'll see something to make your family really sit up and take notice of your culinary artistry.

**HARRY CORSON**  
Building Engineer



Have you ever wondered why a market is arranged as it is? It's not by accident. HARRY CORSON, Factory Representative for Friedrichs Refrigerators Inc., is a graduate engineer with 30 years experience in studying the shopping habits of women. "We must always take convenience as our first requisite in planning a market if it's to best serve our client," said Mr. Corson. "Carl's newest addition is a masterpiece of modern market facilities. It is completely air conditioned. All refrigeration is the finest by Friedrichs Floating air. Each of the fixtures was personally selected for your convenience by Mr. Corson.

## CARL'S Has Taken Heed of Present Day Shopper's Needs!

A recent survey of several thousand women shoppers shows that listed below are the most common complaints they have. Carl's are taking steps to avoid these for your shopping pleasure.

**A** COMPLAINT: MISTAKES ON ADS AND TRICKY OR MISLEADING ADS.  
ANSWER: ● CARL'S ●  
Believes in and does advertise honestly. We want to keep your confidence.

**B** COMPLAINT: POORLY MARKED TABLES., MDSE HARD TO FIND AND NO STORE DIRECTORY.  
ANSWER: ● CARL'S ●  
Have their tables plainly marked and a large store directory to help you find items.

**C** COMPLAINT: NARROW, CROWDED AND CLUTTERED AISLES. HARD TO MOVE IN AND DO SHOPPING.  
ANSWER: ● CARL'S ●  
Has wide open clean aisles, we do major job of stocking before store opens.

**D** COMPLAINT: POORLY MARKED MDSE. CAN'T READ THE PRICE. IMPROPERLY TAGGED DISPLAYS.  
ANSWER: ● CARL'S ●  
Plainly marks all items, regular and advertised specials.

**E** COMPLAINT: MOST CUSTOMERS DON'T LIKE TO COMPLAIN TO THE MANAGEMENT IN PERSON.  
ANSWER: ● CARL'S ●  
Has a suggestion box so you can criticize or make a suggestion by special note.

**F** COMPLAINT: CASHING CHECKS AN EMBARRASSING PROCEDURE.  
ANSWER: ● CARL'S ●  
Has a card system and will gladly cash your check. You can buy money orders and pay utility bills also.

**G** COMPLAINT: NOT ENOUGH CHECK STANDS OPEN TO HANDLE CROWD. TOO MUCH WAITING.  
ANSWER: ● CARL'S ●  
Will do their utmost to wait on you efficiently at all times.

**H** COMPLAINT: PARKING PLACES TOO, NARROW WRONG ANGLE, HARD TO GET IN AND OUT.  
ANSWER: ● CARL'S ●  
Has taken extra pains to see that you can get your car in and out with ease.

**I** COMPLAINT: FROZEN FOOD ITEMS COVERED OR MASHED. HARD TO LOCATE ITEMS YOU WANT.  
ANSWER: ● CARL'S ●  
Has installed 150 feet of frozen food cases to have plenty of display space for you.

**J** COMPLAINT: RUNNING OUT OF ITEMS YOU NEED, TRYING TO SUBSTITUTE A SECOND BEST.  
ANSWER: ● CARL'S ●  
Makes every effort to stock what you want. If you want a special item we will get it.

**K** COMPLAINT: REARRANGING AND MOVING MDSE. TO OTHER LOCATIONS IN STORE TOO OFTEN.  
ANSWER: ● CARL'S ●  
Has given a lot of thought to the placing of items for your convenience and won't make many moves.

**L** COMPLAINT: STORES ARE TOO HOT IN SUMMER AND TOO COLD IN WINTER.  
ANSWER: ● CARL'S ●  
Store is refrigerated and air conditioned for summer and heated for winter.

## WE HOPE TO HAVE THE PLEASURE OF SERVING YOU